

## AMAZING INCREASE OF CLOSED CARS

Factors of Physical and Mental Comfort Are of Paramount Importance.

By LEE J. EASTMAN.

Only by letting our thoughts drift back to the day of the grotesque, old motor cars, with the rubber-bulb horn and the acetylene lamp, are we able to get the proper conception of motor car improvements. In these days of the high, straight-back seats and the jerky, two-cylinder motor there was little rest and comfort in motoring. Motor car design was then in its infancy and comfort was something unthought of.

But the situation has changed. Today the factors of physical and mental comfort are of paramount importance, and the car which offers the greatest degree of such comfort is the preferred choice. It is not surprising, therefore, to note the increased popularity of the closed car, for it is in the closed car that automobile owners find the maximum amount of comfort and all-year-round utility.

In 1919 closed cars made up only 10 per cent. of the total production of cars. In 1920 the percentage increased to 17 per cent., and in 1921 to 23 per cent. For 1922, production bids fair to register another marked increase, although final figures will not be available until after December 31st. A good guess would place it a little over 25 per cent.

Current conditions and demands emphasize the growing popularity of the closed car. Estimates for the next six months from representative population centers all over the country bring out the strong expectation for an increased demand for closed cars. At such points as Denver, Chicago, Indianapolis, New Orleans, Omaha and Pittsburgh, it is estimated that the percentage of closed car sales will range from 45 per cent. to 70 per cent. of total sales.

## Boosts Closed Cars

"The enclosed car is rapidly coming into its own," says Lee J. Eastman, president of the Packard Motor Car Company of New York. "The increasing demand indicates beyond a doubt that the motor buying public has come to regard the sedan and the coupe as being cars for all-year-round service."

"Because of this demand for enclosed cars of all types, and in an effort to catch up somewhat on unfilled orders for such vehicles, the Packard Company has increased its production of enclosed cars to open cars in regular daily production, with the result that closed cars are now being produced in great quantities as the open cars."

"It is not so long ago that the automobile was looked upon as practically useless in the winter. At the end of its six months' summer season it was run into the garage, the wheels jacked up off the floor, the radiator drained, battery taken out and the body covered up with muslin to await the coming of summer. While snow covered the streets and the thaws flooded the roads, one of the most important transportation units stood unused."

"To-day, however, the provident business man, always on the alert to conserve time, buys the automobile for all-year-round service. Naturally, the enclosed car is preferred."

"Recent price revisions have brought the enclosed car down to a point which never before was thought possible. At the same time, manufacturers, particularly the makers of quality cars, have carried the convenience and comfort of the enclosed types to a high point."

## SPECIAL FERRY SERVICE FOR BIG POLO MATCHES

During the six days of the big international polo matches to be held at Meadow Brook next week and the first week in October the Long Island Sound ferry between Greenwiche and Oyster Bay will have all three of its boats, the Greenwiche, Mount Morris and Bayville, in service with a combined capacity of eighty-five automobiles.

The present schedule, leaving Greenwiche at 9, 12, 3 and 6:30, and Ferry

Beach, Oyster Bay, one and a half hours later, will be changed on October 3 to three round trips daily, leaving Greenwiche at 9, 1:30 and 5 o'clock and Oyster Bay at 10:30, 3 and 6.

But on the days of the polo games all three of the boats will be run as quick as they are filled up, making a boat every hour or oftener from 9 in the morning until the last car is back after the game. If advance reservations indicate that even this service would be inadequate even a fourth boat may be chartered by the ferry company.

## MAXWELLS HERE FROM DETROIT BY WATER

Sixty brand new good Maxwell cars reached New York last week after an all-water journey from the factory at Detroit and incidentally blazed a new trail for motor car shipments from Michigan's famous automobile manufacturing center.

Three of the new steel barges be-

longing to the fleet of the Lackawanna Steel Company, brought the cars from Buffalo over the new barge canal and set up a record for barge canal shipments both as to tonnage and as to the value of the cargo.

With strikes troubles on the railroads and the right of way given to coal shipments, the automobile manufacturers have had their troubles in getting their product to the New York market. Shipment by boat across Lake Erie to Buffalo and thence by rail or road to New York has already been tried by several companies, but Maxwell was the first to take advantage of the new water route from Buffalo to New York which New York State has only recently made possible.

## TELLS HOW TO JUDGE CLOSED CAR QUALITY

"One of the most interesting developments which the automobile industry has witnessed has been in improved

methods of closed car body design and construction, and to-day better bodies are being built at lower costs than ever before in history," says F. W. Scholes, Studebaker-retail sales manager in this city. "This undoubtedly accounts largely for the fact that the public has a greater appreciation than ever before of the all-year utility of the closed car."

"There was a time not so long ago when the enclosed car was considered a luxury to be enjoyed only by the limited few. To-day, by contrast, the increased demand for closed cars has caused automobile manufacturers to greatly augment the proportion of closed car production to total output. "To the casual observer grace of line, beauty of finish and upholstery and features of equipment count for most in judging closed car quality, and naturally so, for these are surface evidences and important ones. But with the body, as with the chassis, most of the features of quality are hidden, and these hidden features have a vital bearing upon the service, comfort and satisfaction which the owner enjoys."

## PRACTICAL PARAGRAPHS.

### Emergency Starting.

When the electric starting system refuses to start and the crank has been left home in the garage, the motorist still has methods of getting the car going. The best way, perhaps, is to jack up one of the rear wheels and turn it by hand with clutch engaged and high gear shifted in. The spark

should be retarded and only a small throttle opening allowed. Before removing the jack the gears should be shifted to neutral again.

### To Hold Up Tinner Wires.

It is advisable to hold up the tinner wires on the Ford engine, to keep them from becoming drenched with oil and also to prevent their rubbing through by swinging loose. Take two pieces of tin, about six inches long and drill a hole in the end of each. Catch them

under two of the manifold studs. New loop the lower ends around the wires and there will be no further trouble.

### Wheel Bearings.

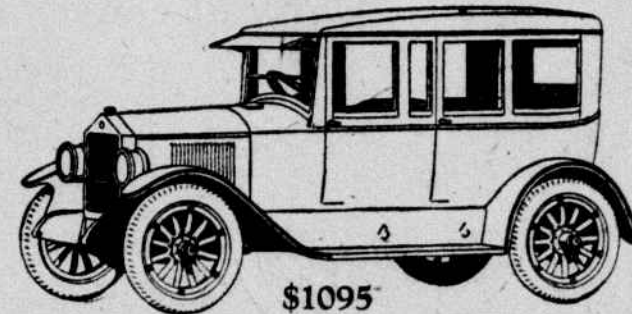
Every time a wheel is removed the bearing cup is removed with it, and consequently the bearing must be adjusted properly when the wheel is replaced. The best method of doing this is to turn the bearing up tight and then revolve the wheel a few times by hand, which overcomes any tendency to backlash.

OUR LATEST CLOSED CAR MODELS WILL BE SHOWN IN SPACE A-28 AT GRAND CENTRAL PALACE, SEPT. 23-30

# DORT

Quality Goes Clear Through

Among the owners of the Dort Yale Sedan are many who could afford higher priced cars, but in this car they enjoy comforts that cars selling for hundreds of dollars more do not give. Here is a beautiful four door closed model, a wonderful example of fine coach building, built on the staunch Dort chassis and capable of developing all the power you will ever need. No other car selling near its price, \$1095, can surpass it.



\$1095

Six models from \$885 to \$1385; Light delivery car, \$625; at Flint

Immediate delivery can be made of our various models

**DORT MOTOR CAR CO., INC.**

260 West Fifty-seventh Street

Phone Circle 5466

After October 1st our showroom will be located at 1872 Broadway at 62d Street, requiring immediate reduction in our stock of used cars, which are offered at a special sale at 260 West 57th Street. September 23-30.

(1441)

## Rickenbacker

A CAR WORTHY OF ITS NAME

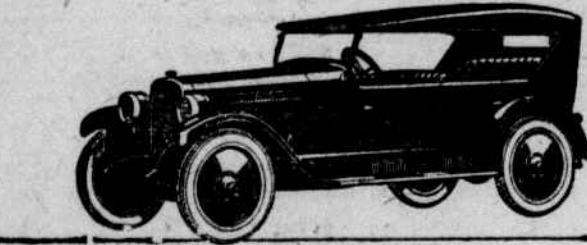
THE season's smartest and newest designs in closed cars—unparalleled values.

See this wonder automobile at the Closed Car Show, Grand Central Palace. It is the hit of the show.

COUPE SEDAN  
\$1885 f. o. b. Detroit \$1985 f. o. b. Detroit  
Immediate Deliveries.

## HUNT MOTOR CAR CO., Inc.

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## Chalmers Six Wins Instant Admiration



Judged on any basis, the Chalmers Six decisively meets the demand for better motoring at a more moderate cost.

The responsiveness of the Chalmers engine to every driving requirement wins the instant enthusiasm of those who know fine cars.

One demonstration will arouse in you a real appreciation of the exceptional worth of the Chalmers Six.

Chalmers Six Prices  
6-Pass. Touring Car, \$1185 Roadster, \$1185  
7-Pass. Touring Car, \$1345 Coupe, \$1395  
Price f. o. b. Detroit. Revenue taxes to be added.

Let us Models Closed Car Show, Grand Central Palace, Sept. 23rd-30th

**COLT-STEWART COMPANY, Inc.**

Broadway at 59th Street—Circle 5550

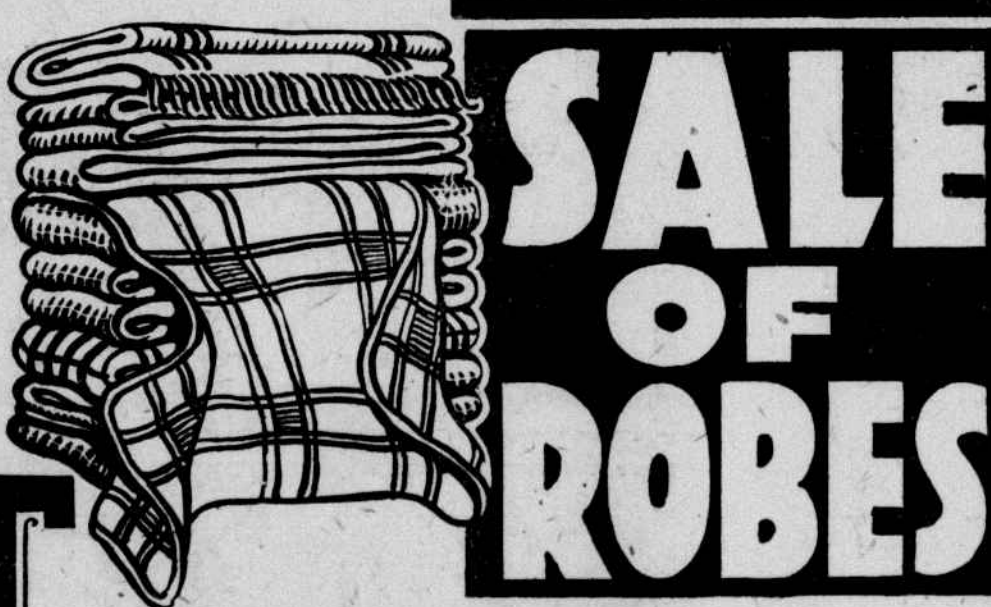
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**The CHALMERS SIX**



## For Closed or Open Autos

NEVER before have Robes been offered at these prices. At this sale you can make a saving of almost 1/2 on any Robe you may select. This line is the largest and most complete of Robes ever assembled under one roof. We purchased our line of Robes when no one was buying, and when wool was selling at its lowest price. These robes cannot be made at these prices, if cost was based on present price of raw material.

We are listing below a few special numbers. We have more than 800 other numbers, sizes and styles not listed here:

<p>"PIONEER" All wool, single texture Robe, for Sedans and Limousines. Colors—Brown, Blue, Ruby, Gold, and Light and Dark Gray. Size 48 x 50 in. Price</p> <p><b>2.95</b></p>	<p>"PALACE" &amp; "PONTIAC" Heavy double texture Robe, 16 four different colors. Size 54 x 60 in. Price</p> <p><b>3.95</b></p>	<p>"PACIFIC" &amp; "POWER" Heavy, double texture plush Robe in Green, Blue, Brown, Ruby and Black. Size 47 x 60 and 50 x 60 in. Price</p> <p><b>4.95</b></p>
<p>Special Assortment of fringed Robes, consisting of twelve different patterns, four different qualities. Your choice</p> <p><b>8.95</b></p>		
<p>Special closed car Robe, finest quality silk velour, assorted desirable colors. Size 54x72. Price</p> <p><b>10.95</b></p>	<p>Genuine imported, Irish Fringed Robe, in a beautiful assortment of plaids, for steamer or auto. Size 60x72. Price</p> <p><b>13.95</b></p>	<p>Black Keram Robe—Mohair Silk finish, crushed plush, both sides. Size 54x72. Price</p> <p><b>17.95</b></p>
<p>Crushed Plush, both sides—yellow, tan, ruby and green. Size 48 x 60 and 54 x 72. Price</p> <p><b>22.95</b></p>		

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## First Showing New Oakland Closed Cars

Oakland's closed cars for 1923—strikingly new in appearance and in appointments—will be exhibited for the first time at the Closed Car Show.

The bodies, built by Fisher, are the very latest creations of this famous body builder. They are uncommonly attractive in appearance and complete in appointments.

At the low prices of \$1445 and \$1545 for the five-passenger Coupe and Sedan respectively, you get more than fine bodies. You get also the advantage and satisfaction of guaranteed six-cylinder performance—power, flexibility, quiet—so essential to complete closed car enjoyment.

Closed Car Prices  
At Factory  
3 Pass. Coupe \$1185  
5 Pass. Coupe \$1445  
Sedan - - - 1545  
Trunk extra on 5 Pass. Coupe

Oakland Motor Car Company, Pontiac, Michigan  
Division of General Motors Corporation

## OAKLAND MOTOR CAR COMPANY

1760 Broadway, at 56th St., New York City

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The New

**Oakland Six**

1923 Series